

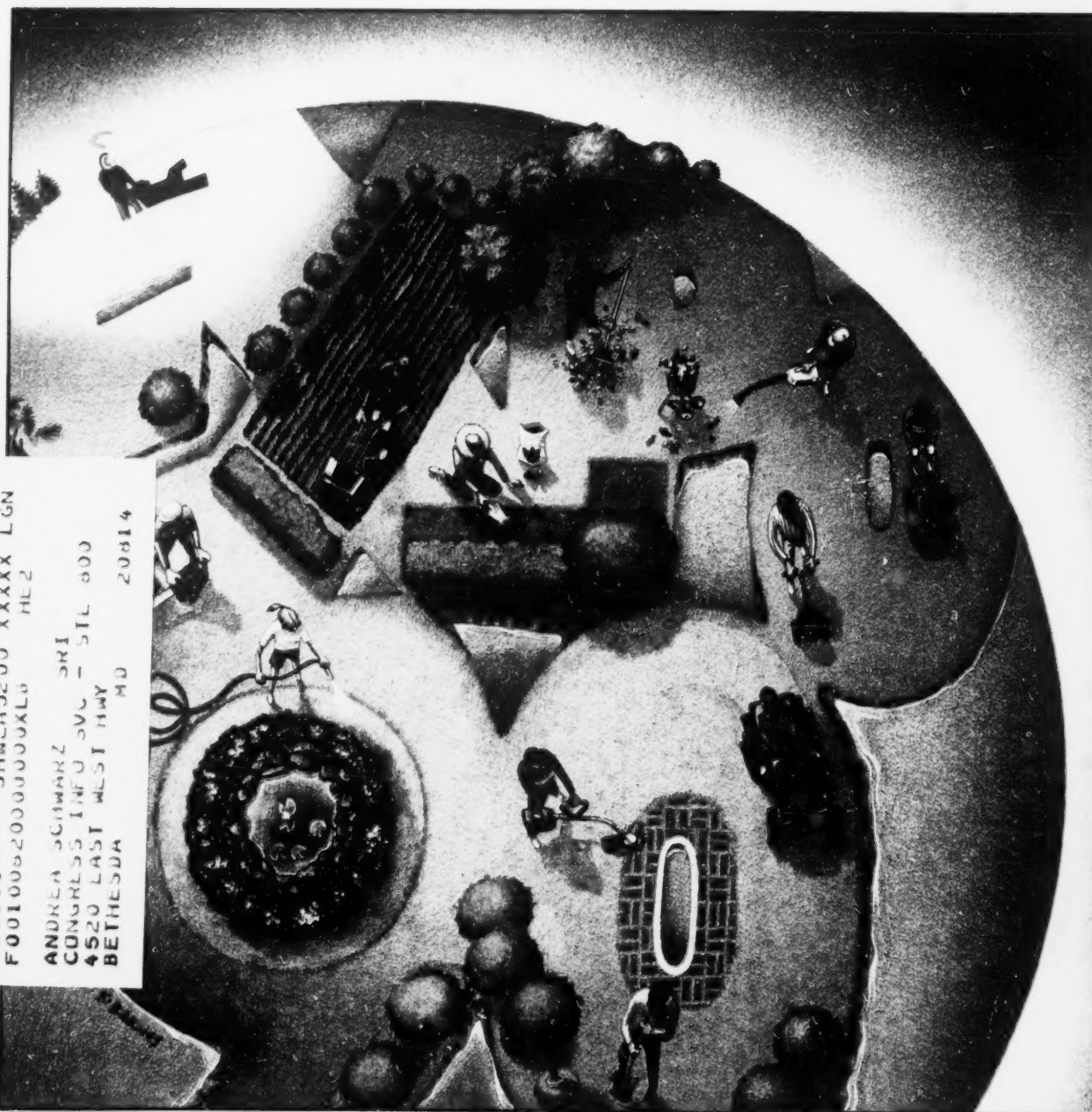
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Lawn & Garden Marketing™

JULY 1990

An Intertec publication

Cover story: World of outdoor products
Innovative products • Increasing gross profits



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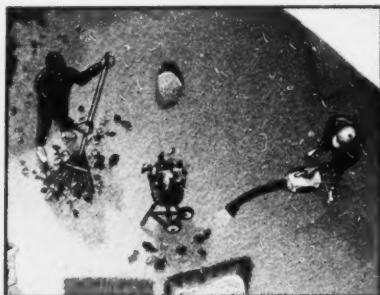
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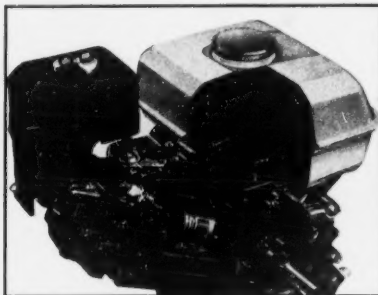
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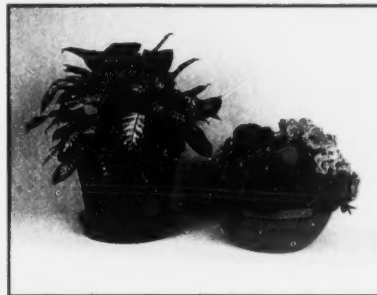
The merchandising magazine for lawn, garden and leisure living products.



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World of outdoor products

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A world of new products

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NAEDA/GMA connection

The North American Equipment Dealers Assn. is sponsoring a trip to The GMA Show in London. Reservations must be made by July 18. 52

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Following is an alphabetical list of the manufacturers who will be exhibiting at Expo 90; it includes their booth numbers. 53

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Product Listings

A number of the products that will be on display at Expo 90 can be seen on these pages. 46

Did you know?

An estimated 25-35 million acres are covered by lawns and other maintained turfgrass areas in the United States. That's an area equal in size to Maine, New Hampshire, Massachusetts, Connecticut, Vermont and Rhode Island.

Source: The Lawn Institute

O.M. Scott and Sandoz ally for the environment

Sandoz Crop Protection Corp., Des Plaines, Ill., has joined with The O.M. Scott & Sons Co., Marysville, Ohio, to develop and market a biological line of products for home gardens and lawn care in the United States and Canada.

Under the agreement, Sandoz research and development will provide biological products to Scott for inclusion in a newly developed natural product line. The line initially will include biological insecticides, and eventually will

encompass products based on naturally occurring insect viruses, bacteria, protozoa and natural plant extracts to control lawn and garden pests.

Sandoz presently sells biological products to farmers for controlling gypsy moth infestations across North America and caterpillars and Colorado potato beetles in fruit and vegetable crops. "Some of our ongoing advanced technology development and many of our existing products can be readily applied

to home lawn care and garden use," says Dale A. Miller, Sandoz president.

The joint venture will create an opportunity to find other natural materials that can be used to control garden pests, meaning that consumers will have access to these natural products soon.

The project will be administered by management and business development committees containing representatives from each company.

Guidelines placed in response to public concern

The National Bark and Soil Producers Assn. has initiated a certification program for soil products in response to an article printed in a national newspaper that sparked public concern over the quality of products being offered as planting mixes, top soil and other growing media.

The program, established after a year-long investigation, is based on a series of product terminology and labeling guidelines. Included in the "Soil Product Labeling and Nomenclature Guidelines" are uniform definitions of compost, humus, manure, peat, peat moss, planting mix, potting and top soil.

Guidelines for mulch products were adopted in 1988.

Briefs

- John Stone was promoted to president of **Opus**, Bellingham, Mass. Stone will manage all facets of the business.

- Joseph A. Ippolito has been appointed to national accounts manager at **Teknor Apex Co.**, Pawtucket, R.I. Russell J. Frink has been added to the staff as sales manager-east region.

- The American Assn. of Nurserymen will present four management conferences at five industry trade shows beginning in August. The Seminars will include "Foremanship Training," "Keeping Financially Fit in the '90s," "Effective Garden Center Management" and "Retail Marketing for the '90s." For more information contact: AAN Regional Man-

agement Conferences, 1250 I St. N.W., Ste. 500, Washington, DC 20005; (202) 789-2900, fax (202) 789-1893.

- The Environmental Protection Agency has approved the registration of **Sevin®** brand carbaryl insecticide for control of deer ticks and other ticks identified as carriers of Lyme disease.

- The United States patent office granted **Colorite Plastics**, Ridgefield, N.J., a second patent protecting the concept of internal ribbed construction in garden hoses. The patented construction enables water to keep flowing regardless of kinking, twisting or bending in the hose.

- **Ortho Consumer Products**, San Ramon, Calif., was presented two silver awards, one for advertising and one for marketing, at the National Home Center Show in Chicago. The marketing award was based on results of a national poll of retailers in which they voted for the suppliers who provided the best marketing support. The advertising award was presented for Ortho's Kleenup billboard titled "Take Up Speed Weeding."

- **Cooke Products**, Portland, Ore., has selected Tom Pope as regional manager of Northern California and Pacific Northwest territories.

- The Canadian Sphagnum Peat Moss Assn. has provided a series of how-to gardening articles to 300 major U.S. daily newspapers, 7,000 U.S. suburban and 500 Canadian newspapers in order to educate consumers on the uses of peat moss. The series includes illustrated stories on subjects such as building good soil, xeriscaping, and planting gourmet vegetables and perennial flowers.

Pennsylvania garden centers

A recent report reveals how garden centers in Pennsylvania compare to the national average. National totals are in parentheses.

	1967	1977	1987
Sales (x1000)	\$18,755 (\$399,118)	\$76,004 (\$1,590,199)	\$250,724 (\$5,410,774)
Establishments	155 (3,031)	327 (6,921)	487 (10,692)
Average GC size	\$121,000 (\$131,679)	\$232,428 (\$229,764)	\$514,834 (\$508,058)
Sales per employee	\$34,796 (\$28,909)	\$50,334 (\$43,735)	\$81,193 (\$75,813)
Payroll per employee	\$4,427 (\$4,392)	\$7,229 (\$7,307)	\$11,125 (\$11,518)
Sales per capita	\$1.61 (\$2.02)	\$6.42 (\$7.24)	\$21.01 (\$22.35)

Sources: U.S. Dept. of Agriculture; Penn State University Cooperative Extension Service; Dept. of Commerce, Census of Retail Trade

Lawn & Garden MarketingTM

AUGUST 1990

An Intertec publication

**Reports on: National Hardware Show
Supplemental products • 50-plus market**

**Time is
money**



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The merchandising magazine for lawn, garden and leisure living products.



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Time is money

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Supplementary products offer opportunities

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To help you make the most of your time while attending the National Hardware Show in Chicago, here is a list of exhibitors with their booth numbers. . . . 36

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Commercial products featured include lawn vacs from PeCo, grounds mowers from Grazer, a spreader from Finn, a pressure washer from Portotecnica and a rotary cutter from Land Pride. . . . 32

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Did you know?

Grassy areas absorb noise. Studies show that grassed slopes beside lowered highways reduced noise by 8-10 decibels.

Source: The Lawn Institute

Targeting 50-plus consumers

With the awareness that America's population is aging, lawn and garden marketers can take advantage of the shift by knowing how to service this growing segment of avid gardeners.

By Judith Berzof, editorial contributor

The saying, "You're not getting older, you're just getting better," has special meaning to the lawn and garden industry. A large portion of the American population is entering their prime lawn and garden buying years—those years in which they are most likely to invest in power equipment or to pursue lawn and gardening activities.

This "graying of America" poses special opportunities for industry manufacturers and retailers. However, many are sailing cautiously in uncharted waters, fearful of alienating people by specifically targeting an older market.

While the group on the leading edge of both lawn and garden participation and purchases is the fast-growing segment of people aged 30 to 49, Americans 50 and older aren't far behind. The 30- to 49-year-old group represents 41 percent of those who engage in lawn and garden activities, and the 50-plus bracket represents 38 percent, according to the 1989-90 National Gardening Survey. The older consumers account for 26.2 million house-

holds that chalk up about 33 percent of lawn and garden sales for a total retail value of \$5.4 billion.

According to the report *Aging America*, between 1985 and 2050, the total U.S. population is expected to increase by one-third, while the 55-plus population is expected to more than double. "If current fertility and immigration levels remain stable, the only age groups to experience significant growth in the next century will be those past age 55," the report says.

More than a quarter of the total U.S. population is expected to be at least 55 years old, and one in seven will be at least 65 by the year 2010, due mainly to the maturation of the Baby Boomers. By 2030, one in three people is expected to be 55 or older, and one in five will be 65-plus.

50-plus appeal

In targeting the 50-plus market, businesses might try to fill "niches of need," which include home and leisure activi-



ties that enhance well-being or provide new experiences.

Lawn and garden activities appeal to those caught up in the fitness boom—as well as those who lead more sedentary lives—and offer opportunities for people over 50 to participate in activities that can be invigorating or relaxing.

Older people are more avid gardeners, perhaps because they may not have job pressures and, therefore, have more free time to spend outdoors and enjoy the exercise that outdoor activities provide, says John Flannery, product manager for Ames, Parkersburg, W.Va.

"Our limited studies show they tend to buy a higher quality item that goes the distance, instead of something that is thrown out the next season. They expect to buy something once that will last," he says.

A new Ames Lift-Right snow shovel that features a bend in the handle allows

Gardening participation by seniors

(Read as: "Percent" of "Age Group" who garden "Frequency.")

Frequency	Under 55	55-64	65-75	75 +
Weekly/3 times per month	27%	36%	39%	40%
2 times per month	16%	16%	14%	7%
Once in 2-3 months	10%	9%	5%	7%
Once in 4-6 months	11%	9%	8%	6%
Once a year	10%	9%	7%	8%
Never	27%	21%	27%	34%

Source: Management Horizons, Division of Price Waterhouse, 1989

people to shovel snow without bending over as much and eliminates some back strain associated with this chore. The product was not aimed specifically at the 50-plus market but has obvious benefits for people who wish to avoid back strain, many of whom could be older. The company may introduce hoes and rakes with the same feature if research determines it offers genuine benefits.

Mike Isser, president of Isser and Associates, a public relations firm that works with Ames and several other companies in the industry, says older purchasers represent "a tremendous market that smart manufacturers and dealers can play up with certain messages and bring in sales. Although some of these people are on fixed incomes, they are the ones who have homes and like to care for them."

Ames tools with non-metal handles, and wheelbarrows and hose reels made of plastic, provide opportunities for retailers to reap sales by steering older customers to these products. Since the non-metal products are lighter and non-corrosive, they might be particularly attractive to these gardeners, Isser says. POP signs and displays form a vital link when selling to 50-plus consumers because "they have to be convinced. They need product information," he adds.

Ortho Consumer Products/Division of Chevron Chemical Co., San Ramon, Calif., is among those firms that do not

have a formal program to reach 50-plus consumers but do cover the area as a market through advertising.

According to John Brex, marketing manager, "We recognize all segments of the market as being important. I feel uncomfortable saying someone 55 is more important than someone 50 or 48." He says the company, however, is in the process of evaluating a special communications program that would facilitate use of the product by the 50-plus market, as well as other market segments.

Marketing strategies still youth-oriented

The lawn and garden industry isn't a laggard in targeting the 50-plus market. Despite the recognition of the buying clout of this group, industry in general has not developed specific strategies to reach them, according to George P. Moschis, director of the Center for Mature Consumer Studies at Georgia State University. Once a company does decide to go after the older consumer, it may cloak its efforts in secrecy to confuse competitors.

"Traditional studies are gathered for people in the 24 to 49 age group. Just 10 years ago, business became aware of this potential [50-plus] market, but not enough progress has been made in getting the information out about it, and sometimes the information is contradictory," says Moschis.



Awareness of the older market has grown in the last few years, especially with the realization that the Baby Boomers will begin turning 50 in the year 2000, although the market is generally still youth dominated, explains Treesa Drury, director of advertising standards for American Assn. of Retired Persons. Marketing strategies should segment the diverse, older audience, recognizing that it is made up of many different groups, she says.

Although people over 50 may be living in condos or retirement communities where their overall landscape needs are taken care of, says Paul Duval, manager of marketing services for A.H. Hoffman, Landisville, Pa., they still may grow roses and flower and vegetable gardens. From a gardening standpoint, they are one of the strongest consumer groups, he says.

Eventually, the company may target this market, but presently it tries to appeal to all age groups in its advertising. The firm's latest trade ad depicted a man in his 60s and a woman in her 40s with a 13-year-old daughter.

The company does communicate often with 50-plus consumers when it provides information to garden clubs, whose members coincidentally are members of this age bracket. The very nature of A.H. Hoffman's products, which are small-sized and light-weight packaged goods, might make them attractive to this group, Duval says.

Steve Moore, vice president of marketing for Homelite Division of Textron, Charlotte, N.C., says many of the company's products currently are positioned in the premium mower segment aligned with the demographic group that is likely to have bigger homes and more acreage. "We will be looking at people with more discretionary income who want step-up products that have a longer life," says Moore.

continued...

55-plus market profile

The diverse, changing 55-plus market represented about \$900 billion in consumer spending in 1988, according to a study titled *55 PLUS: Volume I*, done by Management Horizons, a division of Price Waterhouse, Dublin, Ohio. "Retirement will no longer be viewed as the end of a career, but rather the beginning of a lifestyle characterized by independence and alternative options," the report states.

The study found that the high rate of homeownership among the 50-plus group creates opportunities for marketers of household goods who have been capturing only a small portion of the discretionary spending of this age group. Because seniors do not move as often as other consumers, there is opportunity for building customer loyalty. They are more concentrated in New England, the Midwest, Hawaii, Florida, Arizona and Oregon, and as such, can be geographically targeted more easily than other segments.

The second volume of the report found that gardening was the fifth most frequent

activity participated in by those 55 and up, following attending a religious service (No. 1), reading, eating out and listening to music. Some 36 percent of those 55 to 64 are likely to garden weekly or three times a month, the study found. Of those 65 to 75, nearly 39 percent are likely to garden at that rate, and almost 40 percent of those 75 and older participate at that level.

Seniors also are receptive to catalog shopping, and garden catalogs have appropriately targeted seniors as a population by offering tools, plants, knee rests and small chairs, says S. Amanda Putnam, an author of the study.

Despite the fact that they are avid gardeners, the study found that members of the 55-plus market shop at lawn and garden centers less often than their younger counterparts. "First, they've passed the acquisitive stage of their lifestyles. Major purchases like trees and shrubs have already been made, and they

continued...

50-plus consumers...continued

Like others in the industry, Homelite is marketing products that are lighter weight, highly maneuverable and more user friendly than past models. These are likely to appeal to the older population, the increased numbers of women performing yard work and also fit the "Boomers-on-the-go lifestyle," he says.

Homelite markets a light-weight hedge trimmer and a light-weight blower with "down-the-tube" exhaust that keeps fumes away from the user. A new product that fits in this category is a water pump that is lighter than 10 pounds—20 pounds less than similar models—which can be used as a pressure washer, in pool maintenance or to pump out flooded basements.

Another company recognizing the importance of 50-plus purchasers is Duraco Products Inc., Streamwood, Ill. "We have been promoting container gardening through publicity releases. You can do it from a wheelchair, standing or sitting. You don't have to be outside fighting weeds," says Marci Wilson, manager of advertising and sales promotion.

A 1988 study of planterware done for Duraco found that nearly 19 percent of those keeping plants in 1988 were 65 and older, an increase of almost 8 percent from 1975. The largest number who kept plants were those aged 35 to 49, who accounted for almost 29 percent

of those who kept plants in 1988, a 6 percent increase from 1975.

To promote container gardening, Duraco offers a "plant lab" kit. Although it was designed for elementary school children, a similar kit may be developed next for use by 50-plus groups, Wilson says. Container gardening is particularly applicable for older gardeners because it's easy to do and doesn't take up much space. "They can put the container on a balcony and still have the thrill of digging in the dirt, but they don't have to get down on their knees and worry about how to get up," she says.

Keys for retailers

A recent survey of the 50-plus market by the Center for Mature Consumer Studies sponsored by the AARP Andrus Foundation has several implications for both retailers and manufacturers. The study found that using older characters in ads may not be as effective among older people as it is usually assumed for several reasons. "They deny old age and don't identify with it. If a person is 69, for example, in their own mind they are not old," says Moschis.

The survey found that older adults favor products and services designed and promoted as products for older people, as long as this is done in good taste. However, current marketing efforts often alienate older people instead and don't appeal to their needs, he says.

"One of the problems is that market-

ers are not aware of the needs of older groups. The average age of the creative director on Madison Avenue is 32," says Moschis. Due to the intense brand loyalty 50-plus consumers exhibit, money-saving incentives are not likely to be as effective with them as with younger shoppers when they are used in efforts to market new products. The study also found older adults are more loyal to stores they patronize and are more likely to expect and use a variety of services from stores.

"Although seniors will watch newspaper ads for sales and clip coupons, they won't do so for products outside the range of the brands they buy," says Moschis. Of striking importance to the small retailer, who may not be able to meet the price of the mass-merchandise, the study found that 50-plus consumers are more likely to sacrifice price for locational convenience.

Older people "do tend to like service. They remember when [attendants] would put gas in your car and wipe the windshields too," says Drury. However, she disputes the general assumption that older people stick with products they used when they were younger, although AARP studies have found them to be loyal to banks and AT&T. "You do have to give older people a better reason to change than just for the sake of changing," she says.

This need for service easily can be met by the independent retailer. Jane Garrison, president of Garrison Gardens in Dallas, says the three Garrison stores serve older customers in ways mass-merchants never could. The average age at one of her stores in an older neighborhood is 60. "Senior citizens are more into gardening than people in other age groups, and we're located where they're located," she says.

The company's marketing niche is repeat business for bedding plants, fertilizer, replacement shrubs and similar merchandise. To keep 50-plus customers coming back, Garrison Gardens offers service, service and more service.

"We carry everything out for them and put it in their cars," says Garrison. Even though they may not be doing the work, older gardeners still like to pick out the merchandise. Employees will carry out a selection of merchandise to the car for people who perhaps are recuperating from surgery and are unable to come into the store to shop. "These are people we know and like, and whatever we can do to keep them as customers, we do," she says. —LGM

Market profile...continued

also do a lot of catalog shopping," says Putnam.

The 55-plus population is more adverse to risk than the younger market, putting more stock on store reputation, product guarantees, adequate information and well-known brands than the younger market, the study found.

Seniors also are more self-sacrificing and less impulsive than the younger market and are more likely to spread purchasing decision over a long period of time and do more comparison shopping.

"Because seniors don't like to be singled out as being old and needy, transgenerational products that have appeals crossing generations" are successful in reaching this market, says Putnam. "A lot of tact is entailed in the types of ads and promotional materials that you would put together to target this group," she says.

When showing pictures of products being used, advertisers should select people in their 50s and 60s, not in their 70s and 80s, she says. Down the road,

marketing to Baby Boomers over 50 could be even trickier. "No Baby Boomers ever will be thought of as old. They'll be back in the 1960s forever," she says.

The report suggests retailers and manufacturers take the following steps to meet the needs of senior consumers:

- Offer packaging that's easy-to-read and easy-to-open with pictorial directions when appropriate.
- Design products with ease of operation in mind. Include large dials, simple and readable operating instructions and other features that accommodate loss of vision and hearing and slower reflexes.
- Use communications that accommodate a slower processing of information. Self-paced media like print are effective.
- Train salespeople to be sensitive to the needs of the mature consumer without sounding patronizing and reminding the mature consumer of his or her age.
- Relate product features to benefits of importance to the 55-plus market, such as comfort, safety, convenience, reliability and familiarity.